

ORDER

KSNV

Orders

Order / Rev: 102139
 Alt Order #: 06815978
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 2214
 Flight Dates: 10/22/12 - 10/28/12
 Original Date / Rev: 05/24/12 / 07/17/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Strategic Media Placement, Inc.
 Buying Contact: _____
 Billing Contact: _____
7669 Stagers Loop
Delaware, OH 43015

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Heck, Joe for Congress *Revised*
 Demographic: A35+
 Product Codes: PLC02
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	86	\$39,075.00	\$33,213.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	86	\$39,075.00	\$33,213.75	0.00
Totals	86	\$39,075.00	\$33,213.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	37%	\$39,075.00
Market	100%	\$105,608.11

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$28,514.19
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,121.62
KTUD	0%	\$0.00
KVVU	16%	\$16,897.30
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/22/12	10/26/12	M-F 5-6a WakeUp w/Wa@M		5-6a	MTWTF--	:30	5	\$200.00	2	0.00	NM	5	\$1,000.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	MTWTF--		5		\$200.00		0.00					

Order / Rev: 102139
 Alt Order #: 06815978
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: Heck, Joe for Congress
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 2214
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/22/12	10/26/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$200.002		0.00	NM	5	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$200.00		0.00						
E 2	KSNV	10/22/12	10/26/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	10	\$475.002		0.00	NM	10	\$4,750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	10		\$475.00		0.00						
E 3	KSNV	10/22/12	10/26/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	10	\$500.002		0.00	NM	10	\$5,000.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	10		\$500.00		0.00						
E 4	KSNV	10/22/12	10/26/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	5	\$225.002		0.00	NM	5	\$1,125.00
TODAYII															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$225.00		0.00						
E 5	KSNV	10/22/12	10/26/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$175.002		0.00	NM	5	\$875.00
TODAYIII															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$175.00		0.00						
E 6	KSNV	10/22/12	10/26/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$225.002		0.00	NM	5	\$1,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$225.00		0.00						
E 7	KSNV	10/22/12	10/26/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$250.002		0.00	NM	2	\$500.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	2		\$250.00		0.00						
E 8	KSNV	10/22/12	10/26/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	15	\$575.002		0.00	NM	15	\$8,625.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	15		\$575.00		0.00						
E 9	KSNV	10/22/12	10/26/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$795.002		0.00	NM	5	\$3,975.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$795.00		0.00						
E 10	KSNV	10/22/12	10/26/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	5	\$795.002		0.00	NM	5	\$3,975.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$795.00		0.00						
E 11	KSNV	10/22/12	10/26/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	MTWTF--	:30	5	\$450.002		0.00	NM	5	\$2,250.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$450.00		0.00						
E 12	KSNV	10/22/12	10/26/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$575.002		0.00	NM	5	\$2,875.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$575.00		0.00						
E 13	KSNV	10/22/12	10/26/12		CM	1135p-1237a	MTWTF--	:30	3	\$275.002		0.00	NM	3	\$825.00

Order / Rev: 102139
 Alt Order #: 06815978
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: Heck, Joe for Congress
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 2214
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Tonight Show											
				Tonight Show											
LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		3			\$275.00			0.00			
E 14	KSNV	10/27/12	10/28/12	Sa-Su News 3 at ElevenCM		11pm-1135pm	-----SS	:30	2	\$525.00	2	0.00	NM	2	\$1,050.00
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----SS		2			\$525.00			0.00			
E 15	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURCM		6a-7a	-----S-	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				News 3 Sunrise SATURDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1			\$200.00			0.00			
E 16	KSNV	10/27/12	10/27/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
				Saturday Today											
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1			\$325.00			0.00			
E 17	KSNV	10/28/12	10/28/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
				Sunday Today											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1			\$250.00			0.00			
E 19	KSNV	10/27/12	10/27/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
				Sa-Su Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1			\$350.00			0.00			
													Totals	86	\$39,075.00